

TO: Nancy Lund
FROM: Marian Wood *(Marian)*
SUBJECT: FEMALE MARLBORO FOCUS GROUPS - REVISED FROM 6/23/95

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Attached is the moderator's report conducted in Washington D.C., Cincinnati, OH (June 12, 13) understanding of who the female smokers are in general, brand advertising among 21-39 year old Marlboro Collectors.

focus groups that were conducted in CA (May 23, 24) and Cincinnati, OH. The purpose of these groups was to gain a better understanding of the female smokers' opinions about Marlboro. Before, the groups were held in Cincinnati, half of whom were Miles Collectors.

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The following summarizes findings from this research.

Findings

- Overall, Marlboro women (both Red and Lights and across ages) shared perceptions on particular topics concerning women's issues. Specifically, independence, both emotional and economic, is a quality these women admire. Further, many of these smokers already view themselves as independent. Those who don't feel they are independent respect this trait in others and aspire to be more so. Admiration for this quality was further substantiated by the role models these women identified, such as Roseanne and Grace (Under Fire).

Another commonality among these smokers was their views on the changing roles of women. For instance, they recognize that women today are taking more control of their own lives, both economically and emotionally. Further, the multiple roles women face, like working outside of the home while still being responsible for activities within the home, was also identified.

In addition, the word "femininity" has taken on new meaning for women. (This term was specifically explored only in Cincinnati.) For instance, many of these smokers described femininity as "being confident" or "knowing your own mind."

However, there was an unspoken acknowledgment that equated "femininity" with a more traditional meaning, defining femininity by a "look" or "style, typically a soft or "prissy" appearance. This image was often rejected by these smokers, especially the Reds. Still, some women linked femininity with the times they "dress up" and acknowledged that they enjoyed doing this from time to time.

- Among the Reds women, there was an overall consistency in both self-perceptions and outward behavior. For instance, many of these smokers described themselves as "bold", "outspoken", "independent" and "strong". Further, they view Marlboro as representing these qualities and therefore immediately identify with the brand image. In addition, a number of these smokers proudly displayed their packs on the table, suggesting the badge value of the Red pack.
- Marlboro Lights women were more varied. Some described themselves as independent or outspoken while others viewed themselves as "mellow" or "easygoing". Many see themselves as "down to earth" or "hard-working."

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